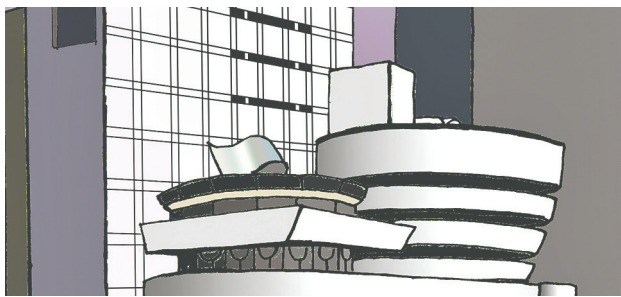




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UNIVERSITY

Comm school to take name of donor

By Anthony Green
@AnthonyGrreen

The College of Communication will be getting a new name and a bridge.

The Moody Foundation announced a \$50-million contribution to the college on Monday, which will rename the entity to the Moody College of Communication.

About \$5 million of the donation — combined with

an additional \$5 million from the University — will be used for renovations in the Jesse H. Jones Communication Complex, including the construction of a sky bridge across Dean Keeton Street, connecting the fourth floor of the Communication A Building to the second floor of the Belo Center for New Media.

The endowment, which is the largest given to a public

university for the study of communication in the nation, will provide \$13 million for graduate student recruitment, \$10 million for research and outreach centers and \$5 million in department endowments.

“This is a tremendous gift that will create tremendous opportunity for the University,” UT spokesman Gary Susswein said. “The Moody Foundation has been very

generous with the gift to the University. It will support students, it will support faculty, it will support learning. With this gift, the College of Communication will probably be unparalleled to other communication colleges in the nation.”

The Moody Foundation will also provide \$10 million to establish an “idea fund,” which Roderick Hart, dean of the college,

said will act as venture capital for ideas in departmental development.

“This really is an important time for the college, not to mention the gift is really, really cool,” Hart said. “For a number of years we’ve wanted to offer in-service training for media professionals, but we [historically] haven’t had the space or luxury of [implementing] it.

COMM page 2

STATE

Professor defends his research on abortion bill

By Christina Breitbeil
@christinabreit

Joseph Potter, sociology professor and head of the Texas Policy Evaluation Project, defended himself Friday against accusations by the state claiming his abortion-related research is flawed.

Planned Parenthood, an international women’s health care provider and advocacy organization, filed an injunction late last month to halt the implementation of House Bill 2, which the Texas Legislature passed over the summer. The bill strengthens abortion regulations across the state.

Planned Parenthood used Potter’s research in its injunction, which outlined the effects the bill would have on health centers and which the state attacked.

Potter stood by his findings in the plaintiff’s Rebuttal Declaration.

“When we initially spoke with plaintiffs’ counsel regarding the possibility of analyzing the likely effects of the admitting privileges law, we made clear that we would have to do our analysis following the rigorous standards of social science research and that I would be unwilling to make any statement unsupported by the data,” Potter wrote in the declaration.

Potter’s declaration used a point-by-point format to challenge the state’s charge.

A hearing will be held Monday in which Planned Parenthood, its plaintiffs, the state and its defendants will make their cases in court. Potter is scheduled to testify as a witness for Planned Parenthood. Both Potter and representatives from the attorney general’s office declined to comment.

WHAT’S IN A NAME?

UT naming more buildings for donors than notable faculty

By Bobby Blanchard
@bobbycblanchard

The names of oilmen and CEOs are making their way onto campus buildings as UT becomes more likely to honor big-dollar donors instead of long-time professors and influential University presidents.

While UT currently has more buildings named in honor of faculty members, examining the history behind more than 80 buildings on campus reveals that in the past 13 years, the University has more frequently named buildings after individuals who have donated large sums of money to the campus. The practice of naming buildings after donors has become more common as state allocations to UT decreased drastically in the last two decades making the University more

DONOR page 3



Illustration by Aaron Rodriguez / Daily Texan Staff

CAMPUS

Light, space aesthetics inspire new Skyspace art installation

By Reanna Zuniga
@ReannaSioux

A new room on the top of the Student Activities Center, which opens up to the sky and creates art with light and color, offers students a relaxing space to forget their worries.

The Skyspace, which opened Saturday and is called “The Color Inside,” was created by artist James Turrell and is being presented by Landmarks, the University’s public art program. At sunrise and sunset, special LED light sequences are activated to illuminate the circular room. Reclined seating along the walls of the space allow students to sit comfortably as they watch the show.

Turrell, who has been an artist for more than 50 years, said he’s imagined installations like the Skyspace since he was little. He said he spent a lot of time trying to work out the medium through which he could create his vision. Turrell said his goal with the room is to enhance people’s awareness of their perception of light and color.

“It took a while because you don’t form it like hot wax or clay and you don’t carve it away like foam or wood,” Turrell said. “It was more like a process of making a painting space in three dimensions.”

Turrell said people make spiritual, emotional and physical connections with light.

“Light has central importance to our lives,” he said.

“We physically relate to the sun. We drink light through the skin as Vitamin D. It is actually food [to us].”

The University allocates 1 to 2 percent of the cost of new construction or major renovation to academic teaching and research facilities, administrative or any general purpose building on campus for artwork. The sky-space is funded by 1 percent of the budget cost of both the SAC and the adjacent Liberal Arts Building, at roughly \$1.5 million.

Thea Williamson, an education doctoral student, said the most appealing aspect of the Skyspace to her is its function as a usable art piece for the people. The University commissioned the work of art to create a quiet reflection



Caleb Kuntz / Daily Texan Staff

American artist, James Turrell, speaks at the Student Activity Center on Friday about his artwork and his process over his 50-year career.

space for students.

“You have to be physically in it,” Williamson said. “It’s a very personal experience.”

Williamson said her preference is to visit the sunset

sequence and she is really excited to have it on campus.

Ty Helpinstill, associate director in the office of Industry Engagement, said she can’t wait to be able to go into

the Skyspace.

“I just think the experience of day and light and dimension of the color [is amazing],” she said. “It’s just eerily beautiful on top of it all.”



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TOMORROW'S WEATHER

High
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Low
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Jack Beaver Scholarship.

THE DAILY TEXAN
This issue of The Daily Texan is valued at \$1.25

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FRAMES FEATURED PHOTO

Chelsea Purgahn / Daily Texan Staff
Tourists interact with Cloud Gate, better known as “The Bean,” a sculpture located in the AT&T Plaza of Millennium Park in Chicago, Ill.

CAMPUS

Company aims for space travel

By Trevor Heise
@heiseifeist

Though government inefficiencies often lead to inadequate funds for space exploration, private companies will be a viable option for space travel as soon as 2015, according to Jeff Greason, CEO and co-founder of private space company XCOR Aerospace.

Greason, who spoke at W.R. Woolrich Laboratories on Friday, gave a wide-ranging talk covering everything from XCOR's ongoing projects to public policy considerations and technical difficulties in suborbital space flight. Greason, who was critical of government space exploration funding methods, said the private industry could be more efficient in developing

innovative technologies for space flight.

“If the U.S. government wanted to continue to spend something like the amount of money it’s spending now on NASA, and choose to spend that caring more about results than about which Congressional district the money got spent in, we certainly could be back to the moon within the decade,” Greason said.

XCOR Aerospace has developed several new prototypes, including the company’s first demonstrator rocket-powered vehicle the

EZ-Rocket and the Lynx, a reusable spaceship designed for private space flights beginning in 2015. Greason stressed XCOR’s deference to history as a major reason for the company’s success, citing previous designs and innovations as inspiration for his company’s new products.

“In this business particularly, there’s so much history,” Greason said. “After Apollo, all the guys that retired in place spent the next fifteen years with no budget writing down all these great ideas for what they would have done if they’d had time.”

Ethan Oblak / Daily Texan Staff
Jeff Greason, CEO and co-founder of XCOR Aerospace, shows a video of XCOR’s upcoming Lynx suborbital spacecraft to an audience at W.R. Woolrich Laboratories on Friday.

Photo courtesy of
This rendering, obtained by The Daily Texan through the Texas Public Information Act, shows the bridge connecting the Belo Center and the CMA.

COMM continues from page 1

This really is a transformational gift that will enhance the local and national visibly of the college.”

Mike Wilson, associate dean for external relations for the college, said what differentiates the endowment from others is the majority of the funds directly supporting members of the college.

“The beauty of this gift, and this is what I think separates it [from other donations] is that the vast majority of the money is going to directly support faculty, students and the programs we have at UT,” Wilson said. “The money has been distributed carefully and with a lot of thought so that every department in the college receives the

benefits of the Moody Foundation’s generosity.”

Wilson said discussions about the Moody Foundation’s contribution to the college began over a year ago when the foundation made its initial investment in UT3D — the college’s 3D production program for undergraduates.

“Through that, I got to know the foundation very well and learned of their past philanthropic interests and found that they were closely related to our own college’s work,” Wilson said. “Ross Moody [trustee of the Moody Foundation] in particular was very interested in doing something of substance within the college and we ultimately talked about the gift that you’re reading about today.”

The Moody Foundation is named after the late Galveston-based financial magnate, W.L. Moody Jr. and his late wife, Libbie Rice Shearn Moody. Moody Jr., who died in 1954, owned several businesses during his lifetime, including the Galveston News, which he bought in 1923 from Alfred H. Belo — the namesake of the Belo Center for New Media.

Wilson, a journalism graduate of the college, said the donation from the Moody Foundation will greatly affect the college going forward. He said he views the endowment as a legacy that people 100 years from now can benefit from.


“This is going to be a stellar, stellar shot in the arm for the international positioning of the college that will help us undoubtedly recruit the kind of students and faculty and get the kind of notoriety that a publicly-held university wants to achieve,” Wilson said. “I’ve been on the dean’s advisory council for close to a decade and no time in the history of my association with the college have I been prouder or more challenged by what’s going to transpire with this gift.”

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Expand and Connect

University buildings recently named for donors.



Peter O'Donnell Building

Built: 2000
Donation: \$32 million

Peter O'Donnell and his wife are longtime donors to the University. They donated anonymously until 2010, when they allowed the University to name a building in their honor.



Belo Center for New Media

Built: 2012
Donation: \$12 million

The Belo Center for New Media houses several communication departments, including the School of Journalism. The Belo Foundation and its affiliates donated funds to help construct the building.



Photos by Zachary Strain / Daily Texan Staff

Gates-Dell Complex

Built: 2012
Donation: \$50 million (Gates Foundation); \$10 million (Dell Foundation)

The Gates-Dell Complex replaced Taylor Hall, which had been named after an engineering dean that fought for the engineering school during its early years.

DONOR
continues from page 1

dependent on philanthropy.

Seven of the 12 buildings named since 2000 were named in honor of donors rather than University presidents or faculty members. Almost all of the buildings named in honor of donors were built in the second half of the University's 130-year history.

This includes the Gates-Dell Computer Science Complex — the latest building on campus to be named for donors. The Gates-Dell Complex replaced Taylor Hall, which was named after Thomas U. Taylor, who was UT's first engineering dean and fought against a University president who wanted to dismantle the engineering department.

It's a practice that's become more common nationally, as the cost of higher education has increased, according to UT historian Jim Nicar.

"They're looking for money in anyway they can, and so now there's a bigger emphasis on finding donors and using the buildings as naming opportunities," Nicar said about the destruction of Taylor Hall. "You don't want to neglect the donors because they're supporting the schools — it's their donation that's making it happen. But you also don't want to forget the faculty — the people who actively made it happen as well."

There are 88 named buildings on campus — 22 of which were named after donors.

Using building names as a gift-giving incentive is a common practice for the University and other non-profit institutions, according to Brian Willey, an assistant director of the University Development Office who handles the naming of buildings.

"Many donors like to have their names attached to projects that they are passionate about, and institutions are happy to recognize these high-level gifts with namings," Willey said.

Willey said the process of naming a building typically begins in the offices of the college deans, who are responsible for fundraising.

John Halton, an associate dean of engineering, said the

Cockrell School of Engineering is using naming opportunities as a fundraising mechanism because more than \$100 million of the building's construction cost is expected to come from philanthropic efforts.

The Cockrell School of Engineering provides potential donors with an online listing of 70 naming opportunities and corresponding price tags including the still-to-be-built \$330 million Engineering Education and Research Center. The name for the new building is paired with a \$60-million donation.

"We did make the decision to try and encourage gifts," Halton said. "If you don't recognize people through naming, it's kind of tough. I would think it would be difficult to ask someone to make a gift and not recognize that gift somehow."

While the University uses building names as a gift incentive for philanthropists, some donors throughout UT's history have chosen to remain anonymous.

It was not until this past February that after years of urging and encouragement from UT, prominent donors Peter and Edith O'Donnell decided to shroud their anonymity and allow the University to name the Applied Computational Engineering and Sciences Building after their family, which has given more than \$135 million since 1983.

In 1890, the Board of Regents urged a reluctant George W. Brackenridge, UT's first big donor, to allow the University to name its first dorm, B. Hall, after him when he paid for its construction, hoping it might attract another donor, Nicar said.

Some unnamed buildings are a result of unsuccessful naming campaigns.

The recently completed, \$90-million College of Liberal Arts building went unnamed after the college could not find a donor willing to give a donation of at least \$25 million. The building became one of 21 other unnamed academic buildings on campus.

In lieu of donations, the University often names buildings in honor of renowned faculty members or presidents. UT has named 23 buildings that previously went unnamed, including Anna Hiss Gymnasium and Mezes Hall, years — sometimes decades — after they were built.

Other universities made the shift to naming more buildings after donors long before UT did, according to Tim Burton of DigIn Research, a company that specializes in helping non-profits fundraise and setting asking-prices for building names.

Burton said as money gets tight, nonprofit institutions become more conscious of the potential to raise money by naming their facilities in honor of donors.

"These buildings are all places, spaces and things," Burton said. "They're too precious as assets to just allow them to be named in honor of somebody who was a great faculty member. Money is really tight, where is it going to come from?"

Other universities, such as the University of Florida, a former client of Burton and a large public institution similar to UT, have named a higher percentage of their buildings in honor of donors.

UT might catch up though, as it is on the verge of beginning a new construction phase that could largely be funded by donors. In addition to the engineering building, the University is also set to construct as many as 10 new buildings in the next decade as part of the Dell Medical School, which was named in honor of the Dell Foundation after it donated \$50 million.

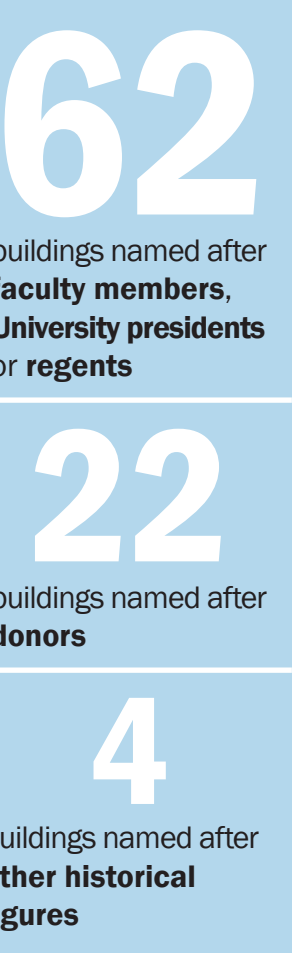
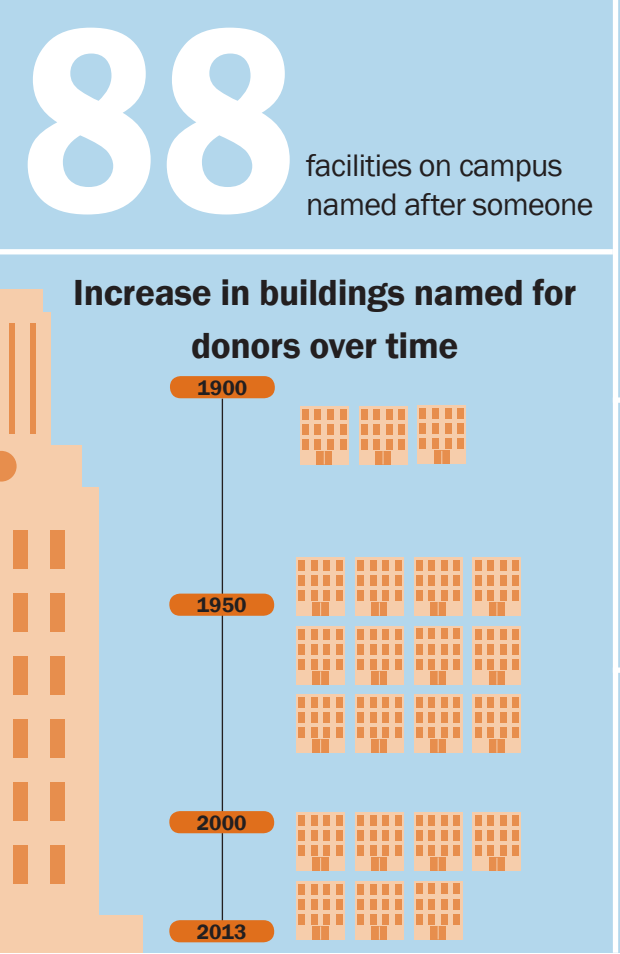
Nicar said UT is not necessarily turning its back on its history as it names more buildings after donors and less after historical faculty members.

"There are other ways that we are remembering our history," Nicar said.

Recently, the University has taken to naming areas within buildings. Last year, UT dedicated the ground floor atrium in the Student Activity Center to Margaret Berry, a prominent UT alumna, lecturer and historian. UT also named a room in the Engineering Teaching Center II after Thomas Taylor, UT's first engineering dean whose previous building was replaced by the Gates-Dell Complex.

Although, Nicar said he would like to see Taylor's name return to campus on another building.

"Engineering would not be here if it weren't for Thomas Taylor, several times over," Nicar said. "They shouldn't forget Taylor."



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Q-AND-A

Q&A: Hegarty on Shared Services, UT’s funding

Every week, the Daily Texan Editorial team will sit down with a campus or community figure to ask them about campus issues. These conversations, edited and condensed for clarity, will run in the paper on select Mondays. This Monday, our Q&A is with Kevin Hegarty, the Chief Financial Officer of the University of Texas at Austin, who has also served as the chair of the Shared Services Committee, part of the exploration of President William Powers Jr.’s Business Productivity Initiative. The plan issued by that committee, which sets forth a vision for more streamlined and efficient administrative processes at the University, generated criticism last week for its recommendation to eliminate 500 positions at UT over the next five years.

Daily Texan: In the document prepared for the campus discussion of the Shared Services plan, it says, “Shared Services is about congregating those transactional elements into a single unit focused only on providing that service in the best manner possible.” Explain that so that a freshman, a non-business major, knows exactly what you’re talking about.

Kevin Hegarty: Oh boy. The University, in essence, buys many, many millions of dollars — billions of dollars of things — a year. Certainly hundreds of millions of dollars a month. So let’s just take procurement. There are aspects of procurement that deal more with the kinds of thing you’re buying. But there are also common elements of transactions: putting them in the system, getting them approved, getting them paid for, making sure you receive the goods. Those are all common elements that happen hundreds, thousands, millions of times a year across this campus. And they’re done by many hundreds of people. So, for example, we have a central group that procures for the University, but there are 800 people at the University in the departments that have purchasing authority that actually affect part of the process. Some of those people have unique knowledge: “I’m working in this lab, this lab has to have this type of chemicals, ordered from this company, etc.” But they’re also having to do the rest of the process, which submitting the order, receiving the order, making sure the order gets paid, etc. That lab order goes to the department, that department will look at it and say, “Did they need it? Was it authorized?” They do the same thing over again. In some places, that will go to the business office in the college, they do the same thing again. And finally, it reaches us. So in some cases, these common elements are being replicated from the lowest level of detail at multiple levels across this University. That’s not a very efficient use of labor.

DT: So by “unique knowledge,” you mean the knowledge that somebody working in a

lab has of, say, the chemical that they need to buy?

KH: Yes. That’s right. And that needs to stay there. Because it may only be that lab that needs that unique element. Aggregating like-kind transactions only makes sense when you have a bunch of them. You can automate it, you can bring consistent process to it, and as a result of that save money because it takes less labor. It’s taking the common elements and aggregating them.

DT: And it’s the transactional elements that are those common elements.

KH: Exactly. Another good example: When you hired somebody, first thing you have to do is recruit. That’s a very personal activity — only you know how you want to recruit and only you can identify or you and your team can identify whom to hire. That should stay where it is. But once you make the decision to hire, in our system, there’s a whole bunch of transactional elements that have to happen. You have to have the hiring approved, you have to have an appointment made that says, so-and-so now works for the university, she works 20 hours a week, here’s her salary, all those kinds of things have to happen. Those transactional elements should not be unique.

DT: So, “should not be unique” — you mean you shouldn’t have unique people doing them in each department?

KH: Exactly. There’s no need to.

DT: Okay. You’re telling me that you want to automate things to increase efficiency, but why do you need to increase efficiency?

KH: Well, let’s get back to the fundamental element. We want to do three things, and I want to talk about all three of them if I may: First, we want to improve the quality of the delivery. Second, administratively, we lose a lot of people every year — 12-13 percent of our workforce. These are people that are employees either on a part-time or full-time basis. And they like to leave, I think, for a number of reasons. One of which is, they become retirement-eligible. But some of them, they think, “[UT] can’t pay me what I want or I have no career progression or they asked me to do this job but they give me 1980s tools to do it with, I’m tired of this job, I’m gonna go work for somebody else.” That’s some of it to. There’s a lot of turnover. So second, if we’re gonna be competitive in the workplace for employees, we need to improve their satisfaction with their job and we see that that’s possible through shared service. The third thing is cost. We want to reduce our costs. Why? Today, deans, vice presidents — everybody — are working on five-year forecasts. And we do five-year forecasting all the time. But they’re working on five-year

forecasts under some very specific assumptions: One, that their revenues for the next five years that they have to spend are, at best case, flat. Why? You can’t deny 26 years of funding trends in funding from the state. Funding’s actually declining, not growing. And you’ve heard that story. It’s 26 years of [declining state funding], so we’d be foolish to say, oh, they’re gonna figure this out and start throwing money at us. Your revenues are flat there. Tuition monies: your tuition’s been frozen for the least three years, maybe four. It’s at least three years. The regents told me and others last week, or a regent representative, that the regents are not going to entertain any tuition increase proposals for anybody in the future.

DT: Anybody in the entire UT-System?

KH: Anybody on this campus. I can’t speak for the rest of the system. My guess is it’s for the rest of the system. But we’re not increasing tuition at UT. Third assumption is, you’ve got to balance recurring revenues with recurring expenses. What I’m gonna tell you, is that if I’ve got no new revenue coming in to balance, and I’ve got no set-aside revenue, I’ve gotta let employees go in order to pay for those salary increases. And that’s what we’ve been doing the last few years. What we can’t do is not give salary increases. But employees are getting [salary increases] by cannibalizing existing jobs. And so I tell people, under that scenario, which is a real realistic scenario, that’s a recipe for going out of business over a long period of time.

DT: So let’s say we go in the opposite direction and somehow we continue on the path we’re on now, where we have “duplicate services” across the University. Some people would say that that’s a better path, even though it’s not a great business model, because we provide jobs for the Austin community —

KH: But you can’t afford it. That’s fine, if you can afford it. But they’ll work and you can’t pay them. The forecast says, you are out of money. Period. You have to cut jobs. That’s what we’ve been doing. So if you let the current model play out, my bet is, you’re going to lose much more than 500 jobs, because you can’t afford to keep the number of people that you have. So you’ve gotta do something. Plus, if you stay on the current path, it truly is the path that the Union is criticizing the Shared Services path for. They’re saying, “You’re just really asking fewer people to do more. Work harder.” The truth is, today, that’s what we’re doing. When I have to cut jobs, which I did, in order to afford to give the people that remained behind salary increases, the work didn’t go away. What we’re trying to do in the shared services model is engineer that workload away. Fewer people will have the tools to do the

things that need to get done but it will require less effort to get them done. Across the University, we’ve been reducing people, because we’ve had to. We don’t have the money to pay them. Some people say, well just don’t give salary increases. Better off that more people have jobs and some people don’t have salary increases. The best and the brightest won’t live with that. We will become non-competitive in the market, whether you’re talking about a faculty member of a staff member. And you will start losing your best people to the market to people who can pay them what they’re worth.

DT: What if the vast majority of campus looks at you and says, I understand that state funds are on a downward trend and I understand that we can’t raise tuition and I still don’t want to implement the shared services plan?

KH: If that’s the decision of the president because that’s the feedback from the campus, then we need to live with the current model. But the current model...that’s a recipe for going out of business. It is a recipe for the decline of this university, because we’re gonna have to lay off people, we’re gonna have to have a haphazard salary program. And I don’t want to see my University go that direction. And I think the vast majority of people don’t. That’s what I would predict for the future. I could be wrong.

DT: Do you think you’re wrong?

KH: I don’t think I’m wrong. Let’s put it this way: With what I know, unless circumstances change dramatically, I’m not wrong.



Courtesy of UT-Austin
Kevin Hegarty, CFO of UT-Austin

COLUMN

Want to find a cure for cancer? Be wary of pink



By Eric Nikolaides
Daily Texan Columnist
@eric_KTurner

When my mother was diagnosed with breast cancer six years ago, I knew that I would never be the same — cancer has a way of changing your perspective like that.

But I never would have guessed how differently I would come to view the color pink. Over the last several years, my mother and the network of breast-cancer activists with whom she became involved after her illness have taught me to be critical of cancer awareness efforts. Just because an organization’s heart is in the right place, that doesn’t mean that we shouldn’t take a closer look — and October, National Breast Cancer Awareness month, is a good time to do so.

Every year, October brings a barrage of pink. It’s impossible to avoid the hundreds of pink-ribbon-plastered “products-for-hope” that line the shelves at H-E-B. The pink ban-



Do not get manipulated into buying a product or donating to a cause just because it’s breast cancer. Think critically about whether that is how you want to spend your money.

—Joy Simha
Co-founder of Young Survival Coalition

ners on campus advertising countless events being held “for a cure” are just as hard to miss.

Just this Saturday, Texas Volleyball hosted their annual “Volley For a Cure” event, with free pink manicures and complimentary “Horns for Hope” pink grocery bags going to the first 250 fans in attendance. Each year, hordes of businesses and organizations are ready and willing to support the Breast Cancer Awareness cause. But what is all of this pink really doing?

The first and most obvious issue is that it seems to be making people quite a bit of money. After all, it goes without saying that businesses stand to make a hefty profit off their pink ribbon-adorned specialty products, which customers may snatch up more readily than regular old, non-breast-cancer curing products. But often times, very little of this additional revenue ends up contributing to cancer research — despite what we assume when we support a “for a cure” event or buy a pink-ribbon product. As an example, consider the NFL’s “A Crucial Catch” program: Only 8.01 percent of the money that the league makes from sales of its pink merchandise actually goes to cancer research, according to a recent report from Business Insider.

In addition, the Susan G. Komen foundation — the very organization that trademarked the phrase “for the cure” — only gave 16 percent of the money that it raised in 2011 to research, according to the New York Times Magazine.

But many pink products, events and organizations don’t even make it that far. Some are marketed solely to promote “awareness,” and the company never makes any donation at all. Though the promotional materials for Saturday’s “Volley For a Cure” event said that the event aimed to “turn Gregory Gym pink,”

to help “raise breast cancer awareness on our campus and in the community” it made no mention of any of the proceeds going to breast cancer research (at the time of publication, the Texan was unable to confirm whether or not any of the proceeds from the event would in fact go toward cancer research).

Granted, it’s hard to put a price tag on “awareness,” which in itself sounds like a noble goal. But below the surface, maybe awareness isn’t such a great cause after all.

Joy Simha, co-founder of the Young Survival Coalition — an organization dedicated to the unique issues of young women diagnosed with breast cancer — put it nicely when she told me that we are missing the mark on awareness.

“Historically, Breast Cancer Awareness month was important when no one wanted to talk about cancer at all, let alone breast cancer,” she told me. “Now, Breast Cancer Awareness month is more of an opportunity for corporations worldwide to slap a pink ribbon on their product.”

That isn’t to say that we don’t still need to raise awareness of breast cancer: we should take extra care to raise awareness of what Simha calls “the real facts.” Echoing the controversial 2009 findings of a federally-funded task force that investigated mammography, Simha said that “early detection, no matter how early, will sometimes find cancers that were never going to kill ... For others, their cancer is so aggressive that no matter how early it’s found it will not be early enough to save their lives.”

In other words, if awareness is just meant to push all women to get screened yearly for breast cancer — a procedure the evidence indicates is unnecessary and potentially harmful — awareness may be counterproductive.

And then, of course, there’s the fact that college-aged women face an extremely low risk of breast cancer to being with, making raising awareness of breast cancer among students almost counterproductive. For Simha, this is key. “Until we truly understand which women need to be aware of breast cancer and which women do not,” Simha said, “I do not think college age women benefit greatly from awareness unless [it] convinces them to live a healthier lifestyle.” Again, the message is clear that awareness can make a difference, but we need to be realistic and critical and let science lead the way in informing our attitude about the disease.

According to a 2013 report by the National Breast Cancer Coalition, despite what the public believes about how far breast cancer research has come, “[We] know little about how to prevent breast cancer or how to prevent deaths from the disease. While we have discovered new ways to treat breast cancer, they have not had a great effect on the important outcomes: preventing breast cancer and making certain no one dies of it.”

Until we know more about this disease and how best to treat it, we need to think long and hard about breast cancer awareness initiatives. Sure, some organizers of awareness events have good intentions, and when you buy that yogurt with the pink lid, your heart is in the right place. But, as Simha said, “Do not get manipulated into buying a product or donating to a cause just because it’s breast cancer. Think critically about whether that is how you want to spend your money.” Unfortunately, at least for now, the presence of the color pink doesn’t guarantee that an event or product is truly working towards a cure.

Nikolaides is a government and Spanish senior from Cincinnati.

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NFL

Cowboys clip Eagles, sit in first place

By Adam Beard
@Abeezy_15

Heading into Sunday's game against the Philadelphia Eagles, Dallas Cowboys defensive coordinator Monte Kiffin had not been known for stopping an offense run by Eagles' head coach Chip Kelly.

In fact, the last time these two went head-to-head was just a year ago at the collegiate level, when Kelly's Oregon Ducks scored a whopping 62 points against the University of Southern California defense led by Kiffin. USC surrendered 730 yards and nine touchdowns in that game alone, which both set school records. Moreover, in three games against Kiffin's defense, Oregon averaged 601 total yards and never scored less than 35 points.

Sunday was a different story at Lincoln Financial Field

“The most important thing to take away from this game is that the Cowboys are now 3-0 in the division for the first time since 2007, when they won the division.

as Kiffin's defense gave up a mere 278 yards, and in an unforeseen defensive battle, the banged up Cowboys defeated the Eagles 17-3 to gain sole possession of first place in the NFC East.

Even without three starters on the defensive line, the Cowboys held Eagles quarterback Nick Foles to just 80 yards passing before knocking him out of the game after three quarters with a head injury. Rookie quarterback Matt Barkley played in relief but was far from effective, throwing three interceptions in three drives.

On the offensive side of the ball, quarterback Tony

Romo threw for 317 yards and one touchdown in his 100th career start. Wide receiver Terrance Williams had a solid game contributing 71 receiving yards and a touchdown.

For the first time this season, the Cowboys went on the road and got a victory. While the win may have been ugly, the Cowboys will take it seeing how they have been devastated by injuries. Obviously the team has things to work on, but maybe not as many things as the rest of the division.

The most important thing to take away from this game is that the Cowboys are now 3-0 in the division for the



Michael Perez / Associated Press

Cowboys' DE George Selvie (99) sacks Eagles QB Nick Foles during the Cowboys' 17-3 win Sunday afternoon. The three points represents the lowest total Dallas has allowed in 2013.

first time since 2007, when they won the division.

The Cowboys remain on the road as they prepare to

face the Detroit Lions in Week 8, a team coming off a heartbreaking loss to the Cincinnati Bengals. The last

time these two teams faced each other was Dec. 9, 2007, when the Cowboys escaped with a 28-27 victory.

VOLLEYBALL continues from page 6

high .600 hitting percentage while notching three kills and 29 assists, and Victoria notched a career-high .571 hitting percentage with four kills. Despite dropping the first set the team was not concerned with giving the young players some vital

playing time.

“The team is always really supportive regardless of who is on the court or not,” Collins said. “It was a great atmosphere tonight.”

The 4,344 fans that packed Gregory Gym was the second-largest home crowd since

1998 and the Longhorns delivered with its 44th consecutive home Big 12 victory.

Texas continues its torrid pace of beating conference competition and will go for its 10th consecutive win against West Virginia on Wednesday.

SOCCER continues from page 6

the better team,” Davis said. “It helped us just move forward.”

Sophomore goalkeeper Abby Smith recorded her seventh shutout in the win. The Longhorns finished with a 9-0-1 home record, going undefeated at home

for the fourth time in program history and the first since 2008.

“We want to make this an environment where other teams aren't so excited to play,” Kelly said.

The Longhorns remain in second place in the Big

12, two points behind No. 11 West Virginia. Texas leads No. 18 Texas Tech by five points.

Texas will travel Friday to play at Stephen F. Austin before finishing up Big 12 play on the road against Texas Tech on Nov. 1.

WEEKEND RECAPS

MEN'S CROSS COUNTRY / NICK CASTILLO

No. 15 Texas returned to action after three weeks without a meet and traveled to Madison, Wis., to compete in the Wisconsin Adidas Invitational on Saturday.

The rust showed as Texas finished 18th overall in a field of 36.

Junior All-American Craig Lutz led the team with a 14th place finish in the 8000 meter run with a

time of 23:36. Lutz was followed by Ryan Dohner who finished in 44th, Chris Galvin in 85th, Mark Pinales in 167th and Austin Roth in 173rd.

Other Longhorn runners included Will Nation, Brady Turnbull, Eduardo Rodriguez and Collin Smith.

Texas will return to action Nov. 2 at the Big 12 Championships in Waco.



Craig Lutz
Junior

WOMEN'S SWIMMING AND DIVING / SCARLETT SMITH

Texas suffered a narrow defeat in Friday's meet against former conference foe, Texas A&M, losing by a mere four points.

The Longhorns started strong and held a five point lead over the Aggies heading into the meet's final event, the 400-yard freestyle relay. With a first and third place finish, Texas A&M accumulated 13 points to Texas' four, handing the Longhorns their first loss of the season.

The Longhorns weren't without bright spots though.

Junior Kaitlin Pawlowicz

provided the Longhorn's first victory of the meet with her win in the 1,000-yard freestyle, edging out London Olympian Cammille Adams with a time of 9:50.89.

Longhorn junior All-American Emma Ivory-Ganja won the three-meter diving event and placed second in the one-meter to sophomore teammate Meghan Houston.

Freshman Madisyn Cox followed up her impressive performance against North Carolina with a win in the 200-yard individual medley, surpassing Aggie Erica



Kaitlin Pawlowicz
Junior

Dittmer in the final lap.

Texas will take a 2-1 record into this week's competition against Indiana and Michigan.

WOMEN'S CROSS COUNTRY / EVAN BERKOWITZ

Despite a strong, third-place finish from the senior All-American Marielle Hall, Texas placed 26th in the field of 37 with 629 points in the fifth-annual Wisconsin Adidas Invitational this past weekend in Madison, Wis.

Hall, who beat out 285 other runners in the 6,000-meter race, set a personal-best time of 19:46. Senior Megan Siebert was the next best runner for Texas finishing 76th.

After that, though, the

Texas women didn't finish strongly, with the remaining seven runners all finishing 158th or worse and five of those in the 200s.

Arizona finished first and featured four runners in the top 25, while Dartmouth's Abbey D'Agostino finished first overall.

The Longhorns enter the championships portion of their season following this weekend's meet. The Big 12 Championships will be held Nov. 2 and the NCAA South Central Re-



Marielle Hall
Senior

gion meet will follow on Nov. 15, with both meets being hosted by Baylor in Waco.

WOMEN'S ROWING / SAM MARIE JACKSON

The Longhorns traveled to Boston to compete in the annual Head of the Charles regatta, where they struggled to claim top finishes.

Sunday afternoon, Texas competed in the Championship Women's Fours facing the top rowing programs in the nation, including US Rowing who finished first, one minute and 42 seconds ahead of Texas.

The Longhorns followed just behind Yale at 19:46.09, placing 15th among a heat of 21 boats. Although Texas's results did not meet expectation, its challenge to recover will come immediately next weekend at home.

Texas is scheduled to race this coming Saturday at the Head of the Colorado on Lady Bird Lake.



Devon Clark
Senior

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WONDERWORD®

By DAVID OUELLET

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E I L C C R G C E R A F W M G
M T E O A I S S E N L L I T R
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VOLLEYBALL

TEXAS

3

vs.

STATE

1

IOWA STATE

Longhorns keep rolling on

Conference play hasn't proved to be a challenge for Texas as it continues to coast

By Matt Warden
@TheMattWarden5

Six have tried, six have failed. Third-ranked Texas (13-2, 6-0 Big 12) notched its ninth-consecutive victory and sixth-straight in the Big 12 on Saturday, dispatching Iowa State 3-1. Although the Longhorns outthit the Cyclones .303-.187 for the match, a sluggish first set caused Texas to play catch-up.

"I thought Iowa State played really well in game one," head coach Jerrett Elliott said. "We just have to be able to respond better from the serve/receive side when things aren't going well. We need people to step up. Give credit to Iowa State. They're a good team and they play at a high level. We were able to match that after game one."

The first set quickly became a war of attrition as the teams traded point-for-point until a 5-2 run gave Iowa State a 13-10 lead and control. Despite six kills from junior outside hitter Haley Eckerman in the set, the Longhorns lost the error battle 5-3, were outthit .419-.273 and dropped the set 25-19.

Texas jumped out on top early in the second set before the Cyclones rallied to cut the lead to 10-9. The Longhorns would end the set on a 15-5 run behind four kills and two aces from Eckerman, who was relieved to find her confidence again on the court.

"The coaches have been working with me a lot on shaking the last game off, trying to be smarter with my decisions,

manage my game more and be okay with being dug and take the attempt instead of an error," Eckerman said.

After falling behind 11-10 in the third set, the Longhorns used an 8-0 run to take a commanding lead before eventually winning 25-19. Senior outside hitter Bailey Webster recorded six of the team's 14 kills in the set, while the team forced Iowa State into eight errors.

In the fourth set of action the game began much like the first with the teams trading points until the Longhorns 3-0 run gave them a five-point lead. Iowa State fought back time and time again but Texas finally took the set and match with a 25-22 set victory.

"I think we just were playing calm and staying steady and trying to make it so that we weren't making the errors," Eckerman said. "Forcing them to make the errors and worry about our side and what we were doing right. Focus on what we needed to do."

Webster led Texas with 15 kills while Eckerman looked as impressive as ever with 14 kills and three aces. Texas' defense proved to be the key late in the match as it forced Iowa State to commit 27 errors while it only surrendered 13.

In addition to strong play by the Longhorns' All-American outside hitters, freshmen setter Chloe Collins and outside hitter Pilar Victoria each recorded career nights.

Collins set a career-

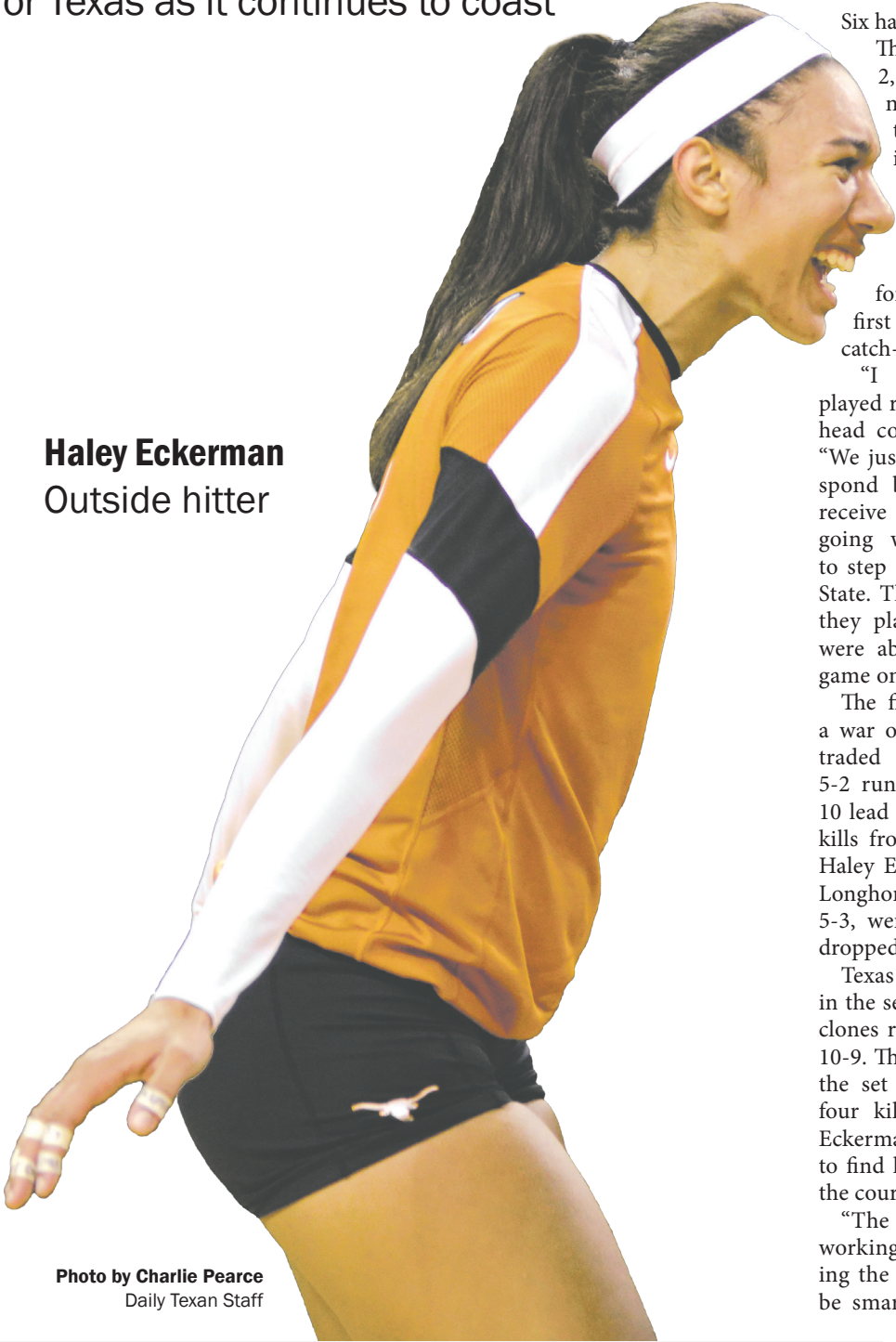


Photo by Charlie Pearce
Daily Texan Staff

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0 number of years in which David Ash's completion percentage has been higher than Case McCoy's.

16 points in the standings for women's soccer, the most since 2008.

TOP TWEET

Hook 'Em
@HookEm

Thank you Longhorns Soccer Nation for your support all season long! @TexasSoccer defeats OU 1-0 to finish regular season unbeaten at home.

BCS Rankings:

- Alabama
- Florida State
- Oregon
- Ohio State
- Missouri
- Stanford
- Miami (Fl)
- Baylor
- Clemson
- Texas Tech

LONGHORNS IN THE NFL

Earl Thomas
6 tackles
1 interception

Brian Orakpo
29 yd interception return for TD

Jamaal Charles
86 yards rushing
1 TD

Jermichael Finley
72 yards receiving
1 TD

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SOCCER



Joe Capraro / Daily Texan Staff

Sophomore Lindsey Meyer scored the equalizer in Stillwater, Okla. in the 86th minute Friday night.

Texas tops Oklahoma in final home game

By Jacob Martella
@ViewFromTheBox

Texas managed a 1-1 tie at Oklahoma State while defeating Oklahoma 1-0 to finish with an undefeated home schedule for the first time since 2008.

Friday night at Oklahoma State, the Longhorns battled the weather in addition to the Cowgirls. Despite cold temperatures and a wet pitch, Texas was able to continue its offensive style of play, firing six shots in the first half with three of them being on goal.

In the second half, though, Oklahoma State drew first blood with a shot from 15 yards out from Courtney Dike.

Texas continued to fire off shots in search of an equalizer, but it wasn't until the 86th minute when sophomore midfielder Lindsey Meyer put home a cross from sophomore forward Kelsey Shimmick to tie the game 1-1.

In the overtime period, the teams combined for only five total shots and settled for a 1-1 draw.

While head coach Angela Kelly was disappointed the Longhorns didn't take

“We want to make this an environment where other teams aren't so excited to play.

—Angela Kelly,
head coach

advantage of their opportunities, she said she was proud of how they fought back.

"Typically a young team in those conditions away from home might not have found the character to come back with three minutes left, but Meyer still had the energy to get to the back post," Kelley said.

In Austin on Sunday, Oklahoma got off to the fast start, pressuring the Texas defense and getting off the first shot on goal. But freshman forward Marchelle Davis managed to head a ball just over the Sooner goalie to put the Longhorns up 1-0 in their final home game of the season.

"I think it definitely helped us understand that we are

SOCCER page 5

HEY HAN: TWEET TO THE FUTURE

I remember when

tweets were sent

this tweet is

from NEXT MONTH?!

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TWEET BROKE.

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But she still said yes even after you landed on her food... so that's still pretty good!

SOMETIMES ON CHILDREN'S SONGS SOMEONE DECIDES TO BRING SOME KIDS IN TO THE STUDIO TO SING BACK-UP. THE PRACTICE HAD ROUGH BEGINNINGS, BUT WHEN IT CAUGHT ON IT REALLY SOARED.

BURL DOLBE

RAFFI

NOTABLE STARS: ROBERT BEST: Bob was the start of it all

TIM BELSON: He got his start early. Tim's a prodigy in the biz.

DEANDRA WASHINGTON: Deandra did some pretty big records, but eventually she began to record her own material. Big in the UK

THOSE OTHER KIDS WERE GOOD BUT BARRY-IT.

BARRY PINFARD

AGE 17

THE OLD CHERUB

the world is flat

Oh, would you believe our luck! It's raining!

We need to find someplace dry!

Wait! The west mall fountain!

connor murphy

theworldisflatcomics.tumblr.com

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THE BEACH.

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AW.

FWOOSH

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or the Puckette of Gryll...

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Quack

None of which are real...

I just really like making rhymes sometimes.

CANDLEBOT COMICS: 24/5

WRITING CONTRIBUTED BY: JONATHAN GARZA

ISABELLA N. PALACIOS "CANDLEBOT.TUMBLR.COM"

Naptime Comics

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Hey man nice hat! ... and nice shades, too!

thanks dude

Why do you always wear so much stuff?

well...

have you ever considered the difference between a slug and a snail?

A slug is usually seen as slimy, gross, icky and disgusting....

but with the simple addition of an accessory - a shell - a snail is seen as a cute, adorable creature!

what I'm saying is that under all of this fashion and accessorizing I'm actually slimy and gross.

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8					6		5	
1	5		7	3				
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3				7		5	2	
4			3		1			7
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Today's solution will appear here next issue

3	4	5	7	2	1	9	6	8
8	9	2	3	4	6	1	7	5
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4	1	7	9	6	5	8	2	3
9	3	6	8	1	2	4	5	7

SUDOKU FOR YOU

The New York Times Crossword

Edited by Will Shortz No. 0916

ACROSS

1 Man-goat of myth

4 "Make it snappy," on an order

8 Smartly dressed

14 Media inits. since 1958

15 Guys' counterpart

16 Mike Nichols's comedy partner

17 Abba-inspired hit musical

19 Is unable to

20 Loud, as a crowd

21 Sign before Virgo

23 Gillette razor brand

24 River of the underworld, in myth

25 Movie starring Lon Chaney Jr., with "The"

28 Footnote abbr.

30 of Wight

31 "Now I get it!"

34 Suffix with buck

36 "Since ____ My Baby" (1965 Temptations hit)

40 Washington rally of 5/14/00

44 Push

45 False god

46 Timid

47 Office worker just for the day

50 Makes bales on a farm

52 Dogpatch matiararch

56 Tibetan priest

60 Even, after "in"

61 Math's highest degree?

62 Baseball's Hammerin' Hank

63 Many a corporate plane

65 Classic advertising slogan ... and a hint to 17-, 25-, 40- and 52-Across

68 Very advanced, computerwise

69 Test

70 Mal de ____

71 Al and Al Jr. of auto racing

72 Puerto

73 Suffix on juice drinks

DOWN

1 Mountain cats or sneakers

2 Miles ____ (not even close)

3 Leonard who played Mr. Spock

4 Medium in bio labs

5 "Uncle ____ wants you"

6 Boxer Muhammad

7 "The Lord is my shepherd ...," e.g.

8 Wooden ducks

9 Pie ____ mode

10 Long, thin cigar

11 Mottled horse

12 Huge, in poetry

13 Adjust the margins again

18 Opposite of mini-

22 Brit. record label

25 Artist Joan

26 Japanese soup noodles

27 Meagerly

29 Barnum's circus partner

31 Friend of Francois

32 "I Will Follow ____" (1963 #1 hit)

33 Mont Blanc, e.g.

35 White House financial advisory grp.

37 Surgery sites, for short

38 Educ. facility

51 Metal waste

52 ____ Picchu (Incan site)

53 Had dinner at home

54 Light fogs

55 Official language of Cambodia

57 Scent

58 Made a cow call

59 Tennis's Agassi

62 Bullets, BB's and such

64 Co. that makes A.T.M.'s

66 1011, in old Rome

67 McDonald's Big

For answers, call 1-900-285-5656, \$1.49 a minute; or, with a credit card, 1-800-814-5554. Annual subscriptions are available for the best of Sunday crosswords from the last 50 years: 1-888-7-ACROSS. AT&T users: Text NYTX to 386 to download puzzles, or visit nytimes.com/mobilexword for more information. Online subscriptions: Today's puzzle and more than 2,000 past puzzles, nytimes.com/crosswords (\$39.95 a year). Share tips: nytimes.com/wordplay. Crosswords for young solvers: nytimes.com/learning/xwords.

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CITY

Austin duo promotes local acts

By Claire Gordon
@clairegordon9

The Sessions has a vision to change the way the audience and musicians interact. Lauren Bucherie and C.J. Vinson, the duo behind the production company The Sessions, promote new bands through live shows, music videos and artist management. What began in 2009 in Hideout Theatre has grown into a collaborative effort to find the next big music act. One way Bucherie and Vinson do this is through their Andy Warhol-inspired The Sessions Factory, a space meant to inspire artists to be more creative. The duo filmed artists in The Factory at last year's South By Southwest and this year's Austin City Limits Music Festival.

"With The Sessions Factory, we try to create a space where as soon as the artist walks in they know that it's something different," Vinson said. "And because of that, it opens them up to try new things and give interviews and performances that are not the way they always do them."

Many of the bands they have worked with, such as The Civil Wars who won two Grammy awards in 2012, have become nationally acclaimed. Today, The Sessions work with big names including ESPN, MTV 2, W Hotels and now C3 Presents, the company behind ACL.

One of the reasons for their success has been Bucherie and Vinson's love of music and the desire to share music with as many people



Ethan Oblak / Daily Texan Staff

Lauren Bucherie and C.J. Vinson are the duo behind The Sessions, a local production company that postures itself as a tastemaker in the music scene. The Sessions aims not only to discover new musical talent but also to showcase and promote these new artists in innovative ways.

as possible.

"We keep working on our mission, which is always to find your next favorite band," Bucherie said. "Getting to work for those companies and having them really back us up as being tastemakers on the music scene has allowed us to grow a lot in the last two years."

At the core of the business is the ability to sift through many local art-

ists to find the bands that have the talent and passion to succeed in a tough industry.

"We're at a point now where we have the ability to hear a lot of music before other people get to, and it's really exciting," Vinson said. "It's like being the first person to the Christmas tree and getting to go through all the presents and find the best one."

Bucherie and Vinson have their own predictions about which local artists could attract a lot of attention in the future. Bucherie is a fan of Black Pistol Fire, Desert Noises and Emily Wolfe, whom she also manages. Vinson's predictions are Shakey Graves and Max Frost, who was recently signed to Atlantic Records.

The Sessions doesn't just want to introduce new music — they want to bring

new ways of presenting and experiencing it. With The Sessions Factory, they aim to replace typical music videos and interviews with exciting and fresh content.

When Bucherie and Vinson aren't filming for The Sessions Factory, they produce Living Room Live. Held on the last Sunday of every month, the show puts a spotlight on up and coming artists in an intimate setting. They are currently

working on a music and travel television show, are producing the New Year's Eve party for the W Hotel and might be expanding their Living Room Live series to select W Hotels across the country.

As the self-described tastemakers on the music scene, Bucherie and Vinson could be deciding which musicians everyone listens to in the future.

BOOK REVIEW | 'NOW I KNOW'

Book tells truth behind facts



By Robert Starr
@RobertKStarr

The problem with most factoids is that they aren't true. No, people don't swallow eight spiders per year, NASA didn't spend millions of dollars developing a pen that worked in space while Russians just used pencils and, despite the initials, "Lucy in the Sky with Diamonds" is not about LSD. But for every false rumor that spreads faster than gossip in a small town, there are plenty of other amazing but true stories that most people aren't aware of.

Dan Lewis collects and shares these stories, one every morning, in his daily e-newsletter "Now I Know." And, now, he's put 100 of them into a print collection, "Now I Know: The Revealing

Stories Behind the World's Most Interesting Facts."

There are historical topics such as hiding Nobel Prizes from the Nazis and mathematical stories such as people using probability to beat the odds in the lottery. There are scientific topics such as how one man's blood saved millions and the just plain weird such as how a one-armed man was arrested for clapping. But all of the articles have a few things in common: They're well-researched, short enough to read in a couple of minutes and never fail to inspire at least a modest, "Hm, that's interesting."

The issue with any book like this is justifying paying for something that the Internet provides for free. This is just a collection of articles that anyone can access via the "Now I Know" archives and perhaps that makes the book unnecessary. The short volume is ideal for bus rides since the articles are appropriately brief and interesting, or plane trips, where Internet access is spotty or non-existent. And, while



NOW I KNOW:
THE REVEALING
STORIES BEHIND
THE WORLD'S MOST
INTERESTING FACTS

Author: Dan Lewis
Pages: 256
Genre: Nonfiction

smartphones are amazing, battery life is still an issue and reading on them pales in comparison to using an e-reader or print book, especially for extended periods of time.

Whether online, in an email inbox or in the print version, "Now I Know" is a consistent delight and well worth seeking out for fans of factoids. The book flies by and readers will struggle to resist the urge to read just one more before bed.

Titanic antique goes on auction

LONDON — It's a poignant scene familiar to anyone who has watched "Titanic" — as the doomed ship slides into the icy waters, musicians perform one last time for the passengers, playing with stoic resolve until the final hour.

None of the musicians survived in the 1912 disaster in the North Atlantic, but a violin believed to be the one played by bandmaster Wallace Hartley will now go on auction.

"It is just a remarkable

piece of history," said Andrew Aldridge, of auctioneer Henry Aldridge and Son. "I have been an auctioneer for 20 years, but I have never seen an item that brings out this degree of emotion in people before."

The violin, with Hartley's name on it, is believed to have been found at sea with the musician's body more than a week after the Titanic sank.

The auction house, which specializes in

Titanic memorabilia, expects the violin to fetch more than 200,000 pounds — U.S. \$323,300 — when it goes on sale in southern England's Wiltshire on Saturday.

Hartley and his seven fellow band members were among the 1,517 people aboard the Titanic who died after it hit an iceberg.

The musicians have been hailed as heroes for sacrificing their chances of escape.

—The Associated Press

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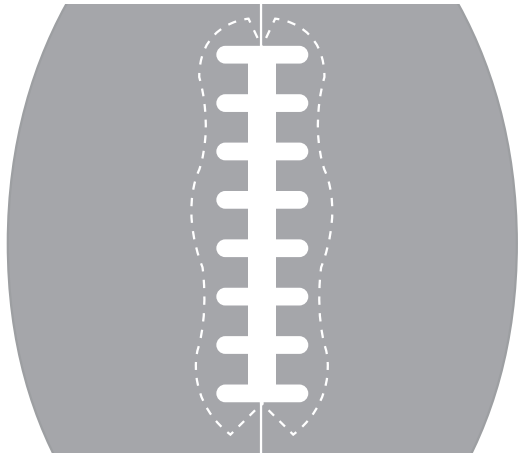
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